

# KANGSAN LEE

*Curriculum Vitae*

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Social Research and Public Policy  
New York University – Abu Dhabi  
Social Science Building (A5), #1165  
P.O. Box 129188 Abu Dhabi  
United Arab Emirates.

Email: ks.lee@nyu.edu  
kangsanlee2017@gmail.com  
Website: www.kangsanlee.net  
Phone: +971-2-628-7347

## ACADEMIC POSITIONS

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2017– Assistant Professor, Social Research and Public Policy, NYU – Abu Dhabi  
2022– Affiliated Faculty, Business, Organizations, and Society, NYU – Abu Dhabi

## EDUCATION

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2018 Ph.D., Sociology, Northwestern University  
*Dissertation:* “‘Spill(over) a Little Paint’: Inter-Market Status Dynamics under the Marketization of Global Contemporary Art Markets”  
*Committee:* Bruce Carruthers (chair), Jeannette Colyvas, Jeremy Freese (Stanford), Wendy Griswold, and Ezra Zuckerman (MIT)

2013 M.A., Sociology, Northwestern University

2009 M.S., Organization Behavior, Yonsei University, Korea (Summa Cum Laude)

2003 M.A.(Ex), Art & Art Theory, Universite Paris 3 (Nouvelle Sorbonne), France

2003 B.A., English & French Literature & Media Arts, Yonsei University, Korea

## FIELDS OF INTEREST

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Economic Sociology, Sociology of Arts and Culture, Organizations, Social Networks, Computational Social Science.

## PUBLICATIONS (\* : graduate student coauthor)

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### Peer-Reviewed Articles

2024 Caruthers, Bruce and Kangsan Lee. “Formality and Informality.” *Elgar Encyclopedia of Organizational Sociology*, forthcoming.

2024 Lee, Kangsan and Bruce Carruthers. “Organizational Isomorphism during Crisis: Market Practices and U.S. Art Museums, 2006–2011.” *Socius: Sociological Research*

*for a Dynamic World*, 10.

- 2024 Lee, Kangsan, Jaehyuk Park, Samuel Goree\*, David Crandall, and Yongyeol Ahn. "Social signals predict contemporary art prices better than visual features, particularly in emerging markets." *Nature: Scientific Reports*, 14(11615).  
• Covered in Data is Plural newsletter 2024.08.07 edition, "Art auction sales".
- 2023 Lee, Byungkyu, Kangsan Lee and Benjamin Hartman\*. "Transformation of social relationships in COVID-19 America: Remote communication may amplify political echo chambers." *Science Advances*, 9(51), eadi1540.
- 2023 Lee, Kangsan and Daeyoung Jung. "Too Much Is Too Bad: The effect of media coverage on the price volatility of cryptocurrencies." *Journal of International Money and Finance*, 133:102823.
- 2023 Hazem Ibrahim [et al. with Kangsan Lee]. "Perception, performance, and detectability of conversational artificial intelligence across 32 university courses." *Nature: Scientific Reports*, 13:12187.
- 2023 Lee, Kangsan. "Conventions and Categories in Markets." *Oxford Bibliographies in Sociology*, Ed. Lynette Spillman, New York: Oxford University Press.
- 2021 Chang, Paul and Kangsan Lee. "The Structure of Protest Cycles: Inspiration and Bridging in South Korea's Democracy Movement." *Social Forces*, Vol. 100, Issue 2, p. 879–904.  
• Outstanding Published Article Award, 2022. The Peace, War, and Social Conflict Section, American Sociological Association.
- 2018 Lee, Kangsan. "The Neoliberal Marketization of Global Contemporary Visual Art Worlds: Changes in Valuations and the Scope of Local and Global Markets." *Art and the Challenge of Markets*, Victoria D. Alexander, Samuli Hägg, Simo Häyrynen, and Erkki Sevänen (eds.), Palgrave Macmillan.
- 2014 Penet, Pierre and Kangsan Lee. "Prize and Price: The Turner Prize as a Valuation Device in the Contemporary Art Market." *Poetics, Journal of Empirical Research on Culture, the Media and the Arts*, Vol. 43:149-171.
- 2014 Shin, Dongyeub, Kangsan Lee, and Hakbae Lee. "Neoliberal Marketization of Art Worlds and Status Multiplexity: Price Formation in a Korean Art Auction, 1998-2007." *Poetics, Journal of Empirical Research on Culture, the Media and the Arts*, Vol. 43: 120-148.

- 2007 Yi, Sangmook, Sunhyuk Kim, and Kangsan Lee. "The Overseas Expansion of Korean Film to the Domestic, Global, and Transnational Culture Contents." *Korean Management Review*, Vol. 36(6): 1449-1474.

### Other publication

- 2021 Lee, Kangsan. "Review on the surveys of social participation and cultural consumption baseline (SPCCB) Abu Dhabi." *CultureSTATS Abu Dhabi*, Department of Culture and Tourism, Abu Dhabi, UAE.
- 2019 Lee, Kangsan and Bruce Carruthers. "Museums, Money, and Markets: Crisis and Attention-based Imitation in US Art Museums 2007-2011." *Academy of Management Proceedings*, (1), 16724.
- 2018 Lee, Kangsan. "Institutional Actors in Markets, Museums and the Global Circulation." *Abu Dhabi Art 2018*, Department of Culture and Tourism, UAE.

### WORKS IN PROGRESS (\* : graduate student coauthor)

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#### Under Review

- Lee, Kangsan, Peggy Levitt, and Chantal Valdivia\*. "Migrating Arts with(out) Migrating Artists: Decentering the Global Art World." The 2nd Revised and Resubmission (with minor revisions) to *Social Forces*.
- Lee, Kangsan. "The Digital Decentering of Art: Online platforms, NFTs, Generative AI, and Global Connectivity." In Peggy Levitt, *Move Over, Mona Lisa. Mover Over Jane Eyre: Decentering the World's Museums, Libraries, and Universities*, submitted to Stanford University Press.
- Lee, Kangsan, Karunakar Reddy Mannem\*, and Jaehyuk Park. "Predicting the New from the Old: Transfer Learning for Rising Chinese Artists from the Established Global Artists." Under Review at *Academy of Management Discoveries*.

#### Working Paper / Book Project

- Lee, Kangsan. "Arts and Data: A Data-Centric View of Art Worlds." (Book proposal).
- Lee, Kangsan and Byungkyu Lee. "The Silent Solitude: Social Isolation During COVID-19 with(out) Physical Distancing."
- Lee, Byungkyu and Kangsan Lee. "Ingroup Bias and Othering Process in Close Social Ties: How

Americans Perceive the Infection Status of Others During the COVID-19 Pandemic.”

Lee, Kangsan and Byungkyu Lee. “Networks vs Neighbors? Wearing Masks as Cultural Decisions during Crisis.”

Lee, Kangsan and Byungkyu Lee. “New Digital Divide: Social Networks and the Creative and Relational Use of AI.”

Jeong, Soyoung Sophia and Kangsan Lee. “The Uncanny Valley of AI-mediated HRM: How Socioeconomic Status Determines Mechanisms to Trusting AI.”

Paik, Christopher and Kangsan Lee. “Colonial Extraction and Consequences: Evidence from Museum Artifacts.”

Lee, Kangsan. “Satoshi Nakamoto and Mrs X: The Use of Pseudonym, Gender, and Team Identity in Cryptocurrency.”

Mannem, Karunakar Reddy\*, and Kangsan Lee. “Emotional Currency: The Volatility of Cryptocurrency and Emotional References.”

## AWARDS, FELLOWSHIPS, AND GRANTS

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- 2022 BEST PUBLISHED ARTICLE AWARD, Peace, War, and Social Conflict Section, American Sociological Association.
- 2022–24 RESEARCH INCENTIVE FUND (AED 160,000(USD 43,500)) with Sophia Jeong, “AI and Management: Will AI-based Management practices be trusted by managers and employees?,” Office of Research, Zayed University.
- 2021-22 COVID-19 RESEARCH GRANT (USD 20,000) with Byungkyu Lee, “The National Study of American Social Life and Social Networks During the COVID-19 pandemic,” American Assembly, Columbia University.
- 2016 BUFFETT INSTITUTE DISSERTATION RESEARCH AWARD (USD 5000), Buffett Institute for International and Comparative Studies at Northwestern University.
- 2015–16 EXCHANGE RESEARCHER FELLOWSHIP, Sciences Po Paris, France.
- 2015 BUFFETT INSTITUTE DISSERTATION RESEARCH TRAVEL AWARD (USD 5000), Buffett Institute for International and Comparative Studies at Northwestern University.
- 2014 BEST PUBLISHED PAPER, The Robert F. Winch Memorial Award, Department of Sociology, Northwestern University.
- 2013 MACARTHUR COLLABORATIVE SUMMER RESEARCH GRANT (USD 2000), Department of Sociology, Northwestern University.
- 2007 BEST PAPER AWARD, “Overseas Expansion Strategy of Korean Cultural Industry,” The Ministry of Culture and Tourism and Korean Academy Society of Business Administration (KASBA).

## PRESENTATIONS

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### Invited Talks

- 2004 Creative Industries Conference for Academy of Management Discovery, University of Edinburgh, Edinburgh, UK.
- 2022 Art and Data Conference, New York.
- 2022 COCUMINT Lecture series: Consumption of Cultural Goods as Driver of Migrants Integration, Italy.
- 2021 Market Creation and Pricing Forum, Academy of Entrepreneurship, The Korean Sociological Association, and Seoul National University Entrepreneurship Center.
- 2019 SCANCOR PhD Workshop, Mannheim, Germany.
- 2016 Creative Industries Conference, University of Edinburgh, Edinburgh, UK.
- 2016 Colloquium Talk, Society and Organization Center, HEC Paris, France.
- 2016 Colloquium Talk, Grenoble School of Management, France.
- 2016 International Conference on Art Market in a Global Perspective, Amsterdam.
- 2015 Pecha Kucha Presentation at OMT, Academy of Management Annual Meeting.
- 2015 Alberta Institution Conference 2015.

### Selected Paper Presentations

- Jeong, Soyoung Sophia, and Kangsan Lee. “The Uncanny Valley of AI-mediated HRM: How Socioeconomic Status Determines Mechanisms to Trusting AI”
- Academy of Management Annual Meeting 2024
- Lee, Byungkyu and Kangsan Lee. “Ingroup Bias and Othering Process in Close Social Ties: How Americans Perceive the Infection Status of Others During the COVID-19 Pandemic”
- INSNA 2023
  - IC2S2 2023
  - Frontiers of Network Science, New York University, 2023
- Lee, Kangsan and Karunakar Reddy Mannem. “Predicting the New from the Old: Transfer Learning for Rising Chinese Artists from the Established Global Artists”
- EGOS 2023
  - IC2S2 2021
  - INAS 2021
- Lee, Byungkyu, Kangsan Lee, and Benjamin Hartmann. “Americans Together but Politically Apart: Social Networks in COVID-19 America”
- PAA 2022
  - INSNA 2022
  - Politics and Computational Social Science 2022
  - Polarization and Radicalization Working Group 2022

- ASA 2023

Lee, Kangsan, Peggy Levitt, and Chantal Valdivia. “Migrating Artists and Migrating Arts: Decentering the Global Art World”

- ASA 2022

Lee, Kangsan and Bruce Carruthers. “Museums, Money, and Markets: Crisis and Attention-based Imitation in US Art Museums 2007-2011”

- Academy of Management Annual Meeting 2019
- Preconference, The New Economy, ASA 2016

Lee, Kangsan. “The Effect of News Media and the Silence of Guideline on Cryptocurrency Markets”

- Society for the Advancement of Socio-Economics (SASE) Annual Meeting 2019

Lee, Kangsan, Jaehyuk Park, and Yong-Yeol Ahn. “Valuing Art: Professional vs. Algorithm”

- IC2S2 2019

Lee, Kangsan and Janette Colyvas. “Status Mobility and Audience Heterogeneity between Markets: How Does Success Cross Boundaries between Local and Global Art Markets?”

- SASE 2018
- Academy of Management Annual Meeting 2016
- ASA 2016
- EGOS Annual Meeting 2016

Lee, Kangsan. “Social Valuation in Organizational, Interpersonal, and Market Contexts”

- Medici Summer School, Bologna 2015

Paul Y. Chang and Lee, Kangsan. “The Network Structure of Protest Cycle: Diffusion and Cohesion in South Korea’s Democracy Movement”

- Social Science History Association Annual Meeting 2014

Lee, Kangsan. “Cultural Inequality and the Popularization of High Culture in the US”

- ASA 2013

## TEACHING AND MENTORING

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### **Courses at New York University – Abu Dhabi**

Creativity and Creative Industries 2024

Organizations and Society 2021, 2023

The Sociology of Entrepreneurship 2018, 2019, 2021, 2023, 2024

Introduction to Statistics for Social Science 2019, 2020, 2021, 2022

CAPSTONE ADVISOR for fifteen students 2018-2024

### **Courses at Northwestern University**

Sociology of Organization 2016

UNDERGRADUATE RESEARCH MENTOR for International Studies 2016-2017

### **PROFESSIONAL SERVICES**

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- 2022– EDITORIAL BOARD MEMBER, Poetics
- 2024–26 MEMBER, Program Committee, Consumers and Consumption Section, ASA (American Sociological Association)
- 2025 MEMBER, International Program Committee (IPC), International Symposium on Electronic/Emerging Art (ISEA)
- 2024 ACADEMIC MENTOR, RISE leadership development program, The NYU Abu Dhabi Office of Executive Education for Saudi Arabia
- 2024–25 ACADEMIC MENTOR, Sociology of Culture Section, American Sociological Association
- 2024–25 DIRECTOR, Culture and Diversity Research Cluster, Division of Social Science, NYUAD
- 2024 ACADEMIC MENTOR, Design Lab 2024, the Office of Undergraduate Admissions, NYUAD
- 2022–24 MEMBER, Governing Committee, BOS program (Business, Organizations, and Society), NYUAD
- 2022–23 CO-CHAIR, Peace, War, and Social Conflict Outstanding Published Article Award, American Sociological Association
- 2022 ORGANIZER, International Conference, “Art and DATA: The social and computational analytics on Art with big data,” NYU, New York
- 2021–22 MEMBER, Search Committee for Tenure Track position for Business, Organization, and Society in Social Science, NYUAD
- 2021–22 CLUSTER ORGANIZER, ASA (American Sociological Association) Art, Culture, and Religion Cluster
- 2020–21 MEMBER, John Mohr Grant Committee, Sociology of Culture section, American Sociological Association
- 2019–22 MEMBER, Search Committee for Visiting position for Business, Organization, and Society in Social Science, NYUAD
- 2019–20 SPEAKER SERIES ORGANIZER, Social Research and Public Policy (SRPP), NYUAD
- 2016–17 CO-ORGANIZER, International Network Seminar (WTFNS: Workshop on the Frontiers of Network Science), NYUAD
- 2016 ORGANIZER, Professional Development Workshop, “Culture and Cognition: The Ma-

- terial and Cognitive Foundations of Culture in Cultural Entrepreneurship,” Academy of Management Annual Meeting (OMT), Anaheim
- 2016 SPEAKER SERIES ORGANIZER, International Studies, Northwestern University
- 2015–16 VISITING SCHOLAR, CSO (Centre for the Sociology of Organizations), Sciences Po Paris
- 2015 STUDENT REPRESENTATIVE, Association of Korean Sociologists in America
- 2014 MEMBER, Graduate Student Paper Competition Committee, Association of Korean Sociologists in America Annual Mini Conference, Chicago
- 2014 VOLUNTEER ORGANIZER, The Institutional Foundations of Capitalism, SASE (Society for the Advancement of Socio-Economics) Annual Meetings, Chicago
- 2016– AD HOC REVIEWER. *American Sociological Review*, *American Journal of Sociology*, *Social Forces*, *Academy of Management Journal*, *Organization Studies*, *Poetics*, *Journal of Empirical Research on Culture, the Media and the Arts*, *Socio-Economic Review*, *The Journal of Chinese Sociology*

## PUBLIC ENGAGEMENT

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- 2024 JURY PANEL, Ma’an Social Incubator Start-up Competition, Government of Abu Dhabi, UAE
- 2024–25 EXHIBITION JURY, NYUAD Art Galleries, Project Space, Abu Dhabi, UAE
- 2022–24 ADVISORY BOARD, Ma’an, The Authority of Social Contribution, Social Investment and Entrepreneurship Accelerator Program, Abu Dhabi, UAE
- 2022 CONSULTANT, Culture Cluster Abu Dhabi, Presidential Cabinet, Abu Dhabi, UAE
- 2021–22 MEMBER, The Campus Arts Committee, Joint governance committee by the Executive Committee for Campus Art Collection agreement with Tamkeen, NYUAD
- 2021 INVITED SPEAKER, “Student Entrepreneurship,” Startup India Webinar on Entrepreneurship, The Ministry of Commerce and Industry, Government of India
- 2020–21 CONSULTANT, CultureSTATS-AD Project (Cultural production and consumption survey in Abu Dhabi), Cultural Planning and Development, Department of Culture and Tourism, Abu Dhabi, UAE
- 2020 TV Interview, Featured in SkyNews Arabia 9pm News, The Story: Suicides and Economy (<https://www.youtube.com/watch?app=desktop&v=vrE4qgBdCv8>).
- 2020 INVITED JUDGE, The 13th MIT ENTERPRISE FORUM Pan Arab Startup Competition
- 2020 DISCUSSANT, The Art Collectors Forum: Collecting post-Covid in global art markets
- 2019–21 ADVISORY BOARD, Presidential Advisory Council for National Unification (South Korea; Middle East Sector)



## REFERENCES

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Bruce Carruthers  
John D. MacArthur Professor of Sociology  
Northwestern University  
b-carruthers@northwestern.edu

Peggy Levitt  
Mildred Lane Kemper Professor of Sociology  
Wellesley College  
plevitt@wellesley.edu

Christopher Paik  
Associate Professor of Political Science  
New York University Abu Dhabi  
cp92@nyu.edu